

My receipt of telephone solicitations has dropped significantly since I signed up on the Texas and then national "Do Not Call" lists. This has been wonderful. I am sending this comment on 02-278 to share my strong objection to the exemption from the national list the FCC is creating for radio and TV stations. "Inviting" me to listen to or watch a broadcast is no different than "inviting" me to get a free carpet-cleaning estimate, or to learn about external siding for my home. In each case the calling company is attempting to increase its revenue by influencing my behavior. In the radio/TV case, if I respond positively I can affect the station's measured audience ratings and thereby increase the ad rates it charges. Please reconsider this exemption. It is distressing to see that the "Do Not Call" consumer protection is already starting to erode. Thanks for your consideration of my reasoning.

Kayla Covington